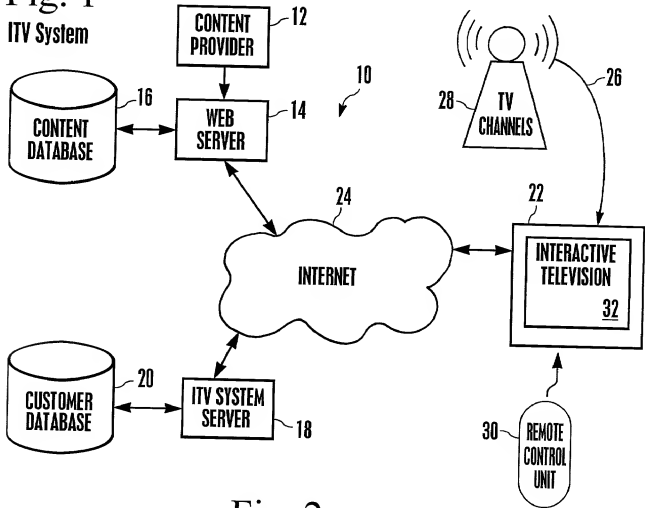
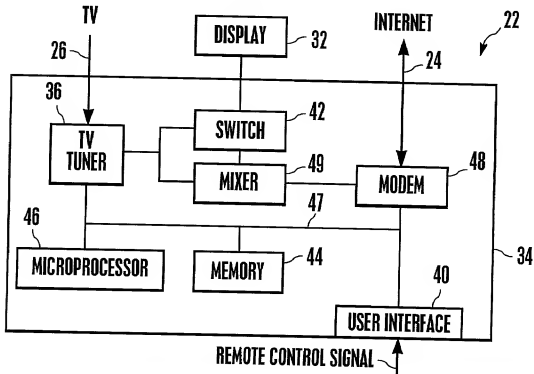


**Fig. 1**  
ITV System



**Fig. 2**  
ITV Set



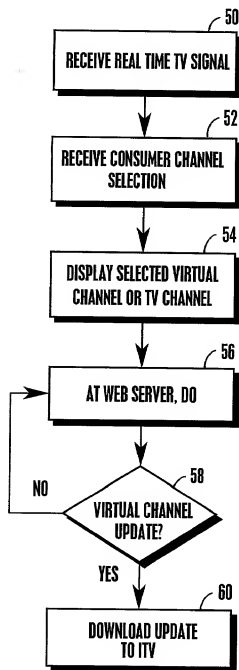


FIG. 3  
OVERALL METHOD

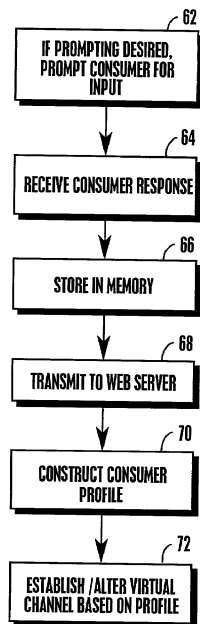


FIG. 4  
ESTABLISHING CONSUMER  
PROFILE